Universidad Carlos III de Madrid

COURSE: Marketing Research			
DEGREE: Dual Degree in Law-Business Administration		YEAR: 5	TERM: 1

WEEKLY PLANNING

WEEK	SESSION	DESCRIPTION	GROUPS		Special room for session (computer classroom, audio-visual classroom…)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS Maximum 7 H
1	1	Presentation of the course - Main goals - Evaluation - Supports	X			Present the organisation and methodology of the course	1,5	4
1	2	Presentation of the practical work - Problem to solve - Tasks that need to be dellivered/presented - Team work		X		Explain the steps and tasks related to the practical work	1,5	
2	3	Topic 1. Introduction to marketing research - Process - Classification - Problems	X			Studying the theoretical content	1,5	6
2	4	Ethics, Tendency in the marketing research industry		X		Discuss the actual studies implemented by marketing firms	1,5	
3	5	Tema 2. Exploratory, Descriptive and Explicative techniques (Part I) - Focus group, Interviews, Observation - Guide, Participants - Interpretation	X			Studying the theoretical content	1,5	6
3	6	Step 1 of the study (Problem to solve, questionnaire, software to use)		X		Discuss a variety of problems Present Task 1	1,5	
4	7	Topic 2. Exploratory, Descriptive and Explicative techniques (Part II) - Surveys and Questionnaire - Panels and data	x			Studying the theoretical content	1,5	6
4	8	Step 1 of the study (Problem to solve, questionnaire, software to use)		X		Discuss a variety of questionnaires	1,5	

						Work on Task 1		
5	9	Tema 2. Exploratory, Descriptive and Explicative techniques (Part III) - Experimental designs - Conjoint analysis	X			Studying the theoretical content	1,5	6
5	10	Step 1 of the study (Problem to solve, questionnaire, software to use)		X		Presentation of Task 1 by students	1,5	
6	11	Topic 3. Databases - Variables - Measures (Nominal, Ordinal, Intervals, Proportion) - Preliminary analysis	x			Studying the theoretical content	1,5	6
6	12	Step 2 of the study (Coding and descriptive statistics with SPSS)		X	Computer lab	Present SPSS software Coding questionnaires	1,5	
7	13	Topic 4. Univariate analysis - Means, Median,.. - Standard deviation, Frequency - Distribution (Skewness, Curtosis)	X			Studying the theoretical content	1,5	6
7	14	Step 2 of the study (Coding and descriptive statistics with SPSS)		X	Computer lab	Examples with SPSS Explain Task 2	1,5	
8	15	Topic 5. Bivariate analysis (Part I) - Correlation, Chi2 - Implications to marketing	X			Studying the theoretical content	1,5	6
8	16	Step 2 of the study (Coding and descriptive statistics with SPSS)		X	Computer lab	Work on Task 2	1,5	
9	17	Topic 5. Bivariate analysis (Part II) - Means and differences - Implications to marketing	X			Studying the theoretical content	1,5	6
9	18	Step 3 of the study (Bivariates analysis)		X	Computer lab	Examples with SPSS Explain task 3	1,5	
10	19	Topic 6. Multivariate analysis: Preferences - Regresion - ANOVAs - Implications to marketing	X			Studying the theoretical content	1,5	6
10	20	Step 3 of the study (Bivariate analysis)		x	Computer lab	Work on Task 3	1,5	
11	21	Topic 7. Multivariate analysis: Perception - Factorial analysis - Perceptual maps - Positioning maps	X			Studying the theoretical content	1,5	6
11	22	Step 4 of the study (Multivariate analysis)		X	Computer lab	Examples with SPSS Explain task 4	1,5	
12	23	Topic 8. Multivariate analysis: Segmentation - Cluster, Discriminant analysis - Implications to marketing	X			Studying the theoretical content	1,5	6

12	24	Step 4 of the study (Multivariate analysis)		X	Computer lab	Work on task 4	1,5	

13	25	Topic 8. Multivariate analysis: Segmentation
		   - Cluster, Discriminant analysis
		   - Implications to marketing
			X			Studying the theoretical content	1,5	6

13	26	Step 4 of the study (Multivariate analysis)		X		Presentation of task 4 by the students	1,5	
14	27	Collective tutorials	X			Solve theoretical problems	1,5	4
14	28	Collective tutorials		X		Solve practical problems	1,5	
SUBTOTAL							**42**	**+ 68 = 110**
15		Tutorials, handing in, etc						
16-18		Assessment					3	
TOTAL								**150**